Parliament

OOH Day prior to pre planning —

Pre-planning meeting — 7/25

7/22
7/23
7/24

Rob Gotti →

7 John & Scott
9 Rick
10 Karen
11 - Creative
12 Chris
13. Dan G

1 Shelby
2 Rob
3 Lauren
4 Jim
5 Frank
6 Kelly

Details

2060305225

Mailers

Neil - Hoop
pre-season
Cost - $3500-4000/
per mailer to
copy/split

Getaways guaranteeing
162.5
262m -

List smoker friendly
restaurants

October launch
Merit Awards -
$10m/page

2060305226

Metro Source
Gay Bars -
→ Adventure
→ Metrosource
→ Out

Male bars -
City Bars -

2060305227

Details

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

Parliament 7/2 196

1990
medicated
- menthol

What's the
incremental $
to launch menthol?

2060305228

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

Virginia Slims Ad
on Friday -
Paula 767-6143
Romano

Sunday

2060305229

Details

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

7/3/96

Paul - 7125 (Get Band Competitive Info)
OOH-D

VS - Media Brief
7/16
8/12

Both - Media Brief
15 months plan
ment ?

Determine Agency meeting

Punctuate

Accomplishments

2060305230

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

Intermedia Group

OOH - TAB process
- technology -

→ PRINT - A+S vs MRI vs SMEB -

What to beat for us -

Tobacco clients -

PRINT PORTFOLIO NEGOTIATIONS RESULTS

OOH

HOW TO DELIVER MORE ADDED VALUE AS A TEAM -

What can we do better?

Retail visibility

Details

2060305231

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

LBCo

Tuesday / Wednesday

Chicago

Check with Sekfiora regarding tix & car

call Annette

Cableguide

5.2mm, circ

(rate base 4.7mm)

67% Cable penetration

Total TV

* REG I and Reg 5

650m (B+H?)

Franchises

2060305232

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

1. Accomplishments
2. Print Graphs
3. V. Slims/Parliament
4. Competitive

Les B -
market sch
address

2060305234

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

Woman Thing Music

EW ——→

PEOPLE ——→

R Stone ——→

SOD

SO Mag

SO Weekly

Star

LIVE

~~August 21 or 22~~

Ned schematic by 8/19

(8/14) V Slims meeting

Details

2060305235

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

Popular-Mech

Other covers

3rd Cover Franchise ads

2nd C available

(has to be spread)

Bobby Discount Week

* 7/17 7/23

× 7/22

Neil Farber

newsstand

· 9/- 11/1

8/12 materials

2060305236

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

7/15/96

Red/Yellow/Green
due 7/30

B&H 3D -
Move LA to NEW ORLEANS?

→ Hawaii retail ←*→
low PM coverage ←→

Chicago Mag. Assoc 9/9
Mag Pub Day
Panel 10/2
mag adv -
What do past present future

Details

20603052237

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

list all brands

PM –

Top 10 mag website by $

give brand my 360°

Renee –

confirm discounts

Details

2060305239

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

Both resource credits - Peter checking

Millennium - 34R PROGRAM

SI - ✓ 100 Greatest Rivalries

1997 3150m normal rate base

Life -

2060305240

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

- 46.1
- 390.1
+ 175.0

Merit 7/24/96

1) OOH Review

→ down to zipcode levels
STARS DATA!

→ Premiere Panels
Merit?

Details

20603052A1

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

(Do an OPB flowchart for OOH!)

In-Smokers

Med. Age 37

Current Plan 42

Sustain sep against Core franch

Opp grow Merit share 25-34

upscale

Consider technology

*

20603052 42

Details

2060305243

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

100's

B&H - #2 - Black

Asian #2 Hispanic

Med age - 45 over

1 4 / AA

36 Hisp

Core franchise

depend

Urban/Ethnic

Promp -

Encourage, reward

loyalty - core

Urban/Ethnic - BB

more

2060305244

Brief

Geography - ↑ general market
Tier I - both
non menthol
menthol
II - menthol
III non menthol
↑
OOH - Purchase
Metro - A
Counties

Details

2060305245

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

Print
Austanning
60-65%

Started 8 sheet

1997 $10.0mm
($10.5mm)

intro in
Tier I

2060305246

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

B&H - key markets

Tier I - * 10 markets

Tier II -

Parliament

- actualize Parliament SOS/SOM relationships by market -

-

OOH

duracuts

Details

20603052?

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

Philadelphia

KOOZ #1

Rock #2

very competitive market

- more presence on 95
- need Ben Franklin
- Bus ~~Kings~~ - painted need downtown presence
- Bus Shelters
  - need - in and out
- increase Bus Shelters in downtown area

2060305248

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

Overall Strategy

Bulletins 1° vehicle

30 sheet -
concentrate
in area
① no Bulletins
② 21-34 concentration

Heavy-up May - Sept -

Stacked & sheet
junior squares

decals -
3D

Details

20603052 49

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

Boston

upgrade - not necessary buy more

Examine OOH around Cape May-Sept

- 195, [illegible] 3

93 - towards New Hampshire

New York

→ 30 sheet - no good

Queens -

Manhatten -

downtown -

30 sheet?

walls

2060305250

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

Contemporary creative coffee bars -

Branding vs image
differentiate image

3D
die cuts/extension

Bar top upgrade -
refine
taps

Seasonal buys -

Examine 30 sheet
posting - where
bulletins are not

Details

available - look at Premier
Panels

2060305251

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

1977 1977

Expansion 29?

I Outside of Reg I running Stats of Stat

~~B~~alt/Wash

Chicago

Availabilities

inventory

II Expanding in Region I

(get copy of ~~det~~ Comp. presents. for Board)

Need updated STARS data

2060305252

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

Determine how much
of the $5.5mm in
Print brought
weight levels?

Vogue - 7th or 6th
booklet?

Hologram
1997

Big issue -
insert

2060305253

Base Plan - schematic
$12mm -
Scenario 1 - Fla, Baltimore
Chicago

Details

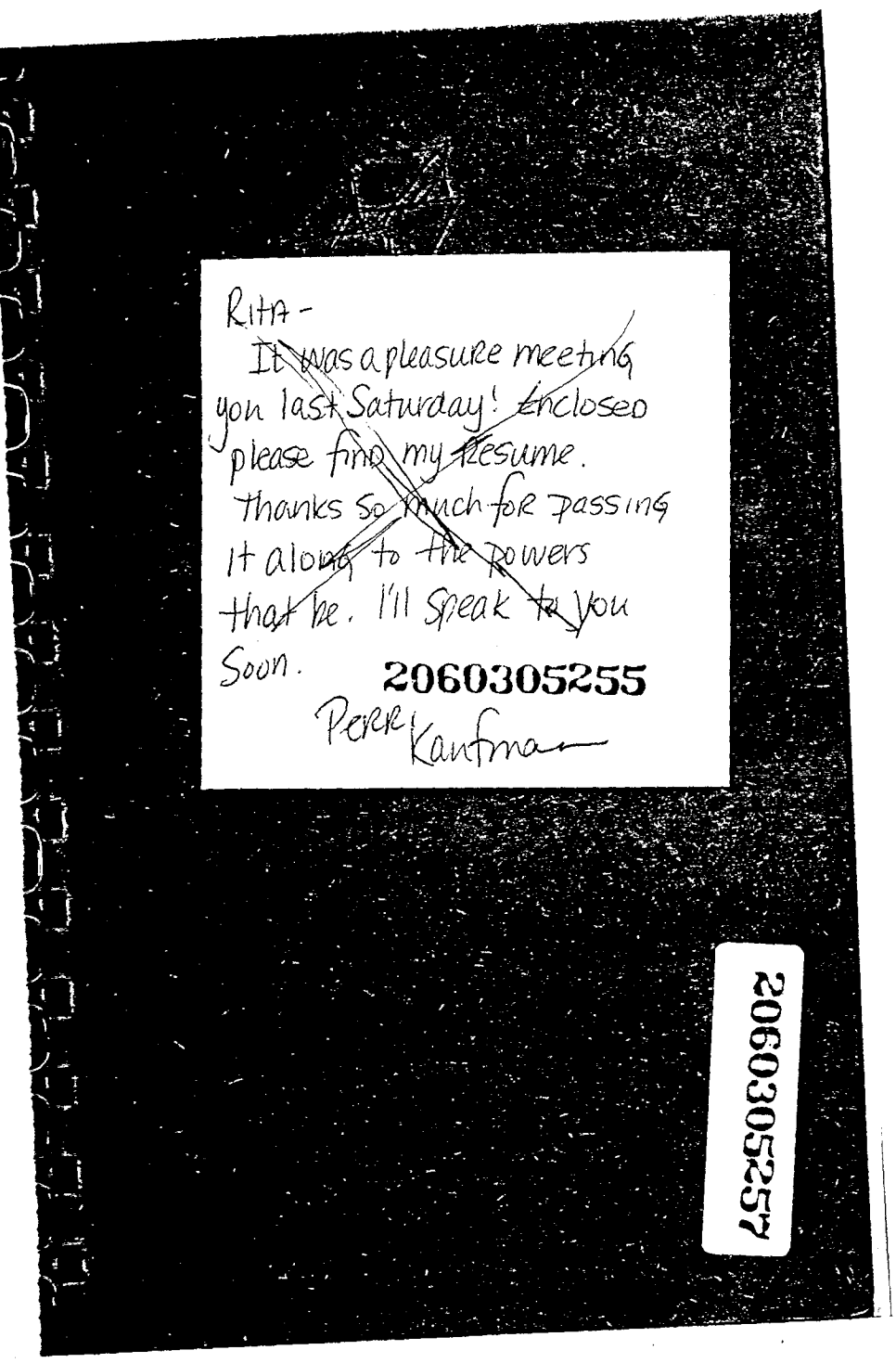
2 - Region 5

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

2060305254

Call
Syma - Armwood
Bell -

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000



Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

2060305257

Eclipse

2060305256

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

2060305259

Entertainment WEEKLY

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

7/30

Andrew Davis

VS - Merchandising

Life
People
EW
} consolidate

fashion show/modeling

Sept - Nov

CALL KEVIN WHITE

~~GLOBE LUBBA~~

LIQUOR
MUSIC
} associations

2060305260

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

Alpine -

MEDIA PLAN - Geo

1) 39 markets - plan -

Regional Plan -

(Eff Rus's)

2) Rough costs for 6 market

Test - OOH (city books, Chevy pick, copy split)

Communication

Examine R/F for Salem

to determine basis

Audience M 40/60 F

A25-54

White

BCD ⇒ Dec. Monthlies

20603052G1

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

2 month -

→ 1 month OOH pack distribution (CStores)

w/o 8/9

Cambridge / Boston Celtics

2060305262

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

Vibe

2/30/93

100M - guaranteed circ
↓ currently 50% Black
newsstand only -
(500M - by year 5)

Urban -
wrap - Hip - Pop

projected to be 30-40%
45% female

22% < 21 - (18-20)

2060305263

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

Leslie Bledsoe 8/2/93

PM International - only SF.

FF
Menth
non-menthol

gay males in SF

1200 Smokers

mainstream - +gay -

- no LA
CIRC - P4CB -

Demo's

2060305264

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

8/2/93
Interview

Diff. NYC ballet - (1)

↓

AIDS

LIMELIGHT, Palladium (2)

private party - fashion centred -

Replay - on Melrose - LA (3)

1st w/o Oct.

Fashion -

1500 invites

Ladies Night at Bar/Clubs -

D.C.

S.F.

2060305265

→ Jeans wear Expo - South Beach

9/11 International Show -

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

→ work into a club scene -

→ "pick the next VS model"

LISA LAWRENCE

CALL A.D. EXPERT!

1) Community marketing budget update

2) B+H, VS update & budget

Check Oct VS space

fixed -

need VS FC

check ROP dates

2060305266

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

Sept <21

ESSENCE - jazz group
- reggae group
- art work will be transported

1) "All that Summer Jazz coming to an end"
- Harlem St Gallery
outdoor
Exhibition

KOR Brand Fine wine & jazz tasting
6-9PM -
invitation only -
2-300

1) Coalition of 100 Black women
NY, NJ, Conn.

2) Black Urban Bankers

3) MBA

2060305267

II Men of Mercury appeal to women of Uranus

Polygram - male artists

Provide artists

Will Downing

2060305268

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

Dentist Am- north bend Neb

2060305269

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

→ News America

Fraud

Fall River - 25¢/$1.00

4/25

Boston Globe - recode

to check redemption

& sales —

→ sequential order →

→ Call Kanzaki.

2060305270

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

Alpine
OOH -

Cambridge →

heavy up - OOH Dec
75%
I Print 100% print option
II NOV - C-Stores -
non-VS market
AND/OR
Supermarkets
& print -

2060305271

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

ideas to launch campaign
greater impact
always - use same position

late

2060305272

SPIN #1 record book
100th ISSUE party
NOVEMBER ISSUE

) NY, BAND - 500-800 people

industry party -

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

ROM –
read only memory –

100th ISSUE party – mid-Oct –

NY, LA, CHICAGO

~~Magee~~

get ~~cop~~ samples

1 week

2060305273

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

needs that date for planning guide

Bottom LINE

Bobby Assano

w/o 8/16 1994 negotiations

w/o 10/4 -

→ Hearst still be shortrate

Send a check for merchandising →

$26 MM level -

$165 M →

2060305224

Merit

TOTAL Med
$15.4_

Check Merit FSI's
2.2

2060305275

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

national publishing Co - 01417

NPC

21mm CD county circulation

1450 Daily/Weekly newspapers on BFD

1X/month

1994- 2X/month

AROUND 1YEAR

27mm homes in CD-

Vallasas - 5.0mm

printed by Donnolley -

98% home delivered -

2060305276

Full page CPM $11.75 - gross

5.0mm text 10/2 at $6.00 gross

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

category exclusivity

8/4/93

Parliament Square 1/3's Dec

+

add mag - to Lustron Nov

Regions NOV Dec

fractionals, just region 1

2060305222

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

need

MOVIELINE

143M rate base -

Claudia Rossolino

FSI rebate goes to

→ Ken Comperda LBCo

Manager of Client

Accounting

→ Check to be made

to LBCo —

X5838 2060305278

an accounting of back-up -

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

SOV – 1993

1) Misty
2) Salem
3) Riviera

YTD

Conflict on C-Stores

2060305279

	1992	1991	1993
Misty	3	3	3
Salem	3	3	1
Riv	~~0~~ 1	0	0

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

[redacted]

People, Life, ETC

no merchandising due to heavy discounts

NY-
10 markets
→ tickets as door prizes
V
Gary - stadium tix
→ tennis.
→ screenings in markets

DJ
Maria - Club, night SB
Jeff - Interview reception

Women's Opinion Poll
tool for sampling

2060305280

Trademarketing Portfolio
Management
Resource allocation

How we spend
Salesforce
Dir. Mail
TOT $
Ret

Monitoring Incs –

Roy Whelan

2060305281

OOH

Discovery meeting
8/19 - noon

FSI - Karen

Akun - Cambridge
to be booked?

Merit - ordered
based on closing

Cindy - Alpine

2060305282

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

2060305283

Basic taking checking

Merit - OOH
option - I
→ looking for extra $1,000 -

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

HOP MAGAZINES

last couple 9 years

#1 public -

right business

attitude

audience

figures

not measured

by syndicated

source

taking a more/creative

approach -

want to end re

ments -

2060305284

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

2060305285

1-circ

2-

Boots - " new breed of regional pubs " - clearly younger skipper reader - Advertisers such as Absolute are already in this -

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

Begin a collection
in Hong Kong —

① classified —
770 geographically

instead of
POV - suggested
use —

Ongoing reference
- add to —
review
→ catalogue

2060305286

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

2060305287

Bill Krumm

cc: Rick
Jack
Granny – 7/10

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

Premiere $23,714 dx -27.9%

41%

$19,206 →

+31 level -

$23,714 →

19,206

42,920

vs -4500

47428

90.5%

2060305288

Cambridge - 3 MOS -

nat'l FSI's

front/back page -

1st week

* 10/3, 10/24, 11/1

Dec?

Oct/Nov/Dec

CD counters

also

10/3 preferable

11/1 preferable

12/5 - Basic

12/5 Basic

12/12

wl

2060305289

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

McCall's

Quiz

NOV →

Cambridge

Sept. 10/3

11/7

11/21

12/5 (12*)

Flint

8/27

9/10

check

10/8 (15)

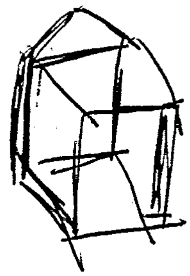
*parlement

2060305290

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

$751 CPM
drop to
$4.50?

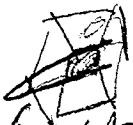
Sullivan rep —



2060305291

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

ROP-
Went ~~to~~ out -



(out 100)
11 newspapers -
^ Sold out Friday
(100)
rest of ABCD will
run Monday/Tues -

Washington Post -
not running -
called to inquire?
may get call -

2060305292

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

Puerto Rico - '93 - 2x/year
3/4 - 750M cuê

Viva - weekly
Boxing
Mets / Yankee yearbooks
Sports Illustrated -
BB + Boxing
BB - #1 - 250M - $10.5 + 15% 4C
Bx #2
Box #3

exclusive Tobacco
- 4 +/- Cover

2060305293

merchandising
4 or 4 / city

120m – stadiums
120 – retail –
pre stadium show —
+ Rums of PR
(4 brands)
2 – tourism
3 – Reeboks
4 – Gatorade
5 – Coors –

12353 guess –

2060305294

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

MEDIA SYSTEMS

apple
Media Main Menu

VNUS 36

2060305295

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

8/20/93 ⇒ issue ⇔

April 1994 7 mi days ⇔

$6.0mm plan

↗

Jan - August

Working media

Agency to revise

1994 - plan -

begin Jan monthlies

↑

6.0 on January

monthlies

2060305296

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

Nancy Ryan

→ COP List
→ Dates
→ Cost/paper →
→ ad size -

NYTimes -
anything
over $13 will
go towards 1994

2060305297

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

2060305298

LBC's fax
→ 312-220-6531

10 of 30

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

CALL
JACKSON FAMILY ARCADE -
Change party from 12 to 2

BRENDA - BUDGET RECAP
↓
5409
recap on Basic
plan on Merit

(914 ok)

2060305299

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

8/24

Sports Illustrated

Mike Irish

→ no merchandising component in pricing

1990-1991 – Golf outings

→ record of ticket requests

Upfront registrations for "advertorials"

2060305300

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

Bathing Suit source -

Lake representing

Meeting

local market events

mid September - meeting -

2060305301

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

7C -

x2840

NY mag cover issue

→ 9/27 BC -

Meet 4C's for NY Mag

11/1 Iceland

12/20 - double issue

2060305302

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

MAXI SAVER

SELL SHEETS – provided free
b&w ↓ 750 copies
↓ (220 commissaries)
Call Larry Glenning –

July – Basic 1 pg
Jan Marlb 2 pgs
Nov VS – 2 pgs
5
1/2 pg credit

2060305303

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

Cambridge - eligible for ½ pg credit from 1992 - applicable to 1993

Family - 2x/mo
lesseu -
no cat. exclusivity
445 mm - monthly -

Lifestyle
440 mm - 1x/m

Maxi Saver -
600m - over month

2060305304

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

Alpine

→ Post card - progam -

MARLA ANT → progam

Peter Saladino

→ 516-536-1801

2060305305

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

Eleanor Ruth
Queens Theatre in Park
~~718~~-718-760-0064

- Bob Rose
→ HBO NY
212-2232800

John Banman
303-494-1589
Cascade ent-
plastic lighter
review product

> Gail Tinsley

20603053306

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

Parliament

→ profile of people who go for the NE -

John Adams

- research -

Budget →

Virginia Slims

- Spread approved

- Asian
  - other sampling E/O year
  - 50th birthday - BJ King
    " dancing & diamonds

2060305307

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

- Clothing
- BOD

Special Units (cash runway)

brought up to date

done ?

legal ?

→ Module Brand Review

Agencies

→ POV on Consumers Digest

2060305308

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

how market
Cambridge place shapes up

FSI's

commitment
anything 10/2 - ok

10/3 - cancelled

11/7 - cancel

9/17 11/21 - ? check contract

10/15 12/12 should be ok

which delay decisions -

2060305309

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

need revised FC for Merit + Basic ✓

- Irene Maloney - 251-5109

44

$LA Magazine Oct

→ B+H croup - $9275 ← has to be applied towards space

→ page $11,770 - 4C +Bd ±10%

2060305310

Cover 4 creative → $14635 ±10%

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

Calendar - perforated

~~B~~ filefax -
Calendar

takes out in
organizers

add is on bag -

2060305311

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

X3911

Bon RSVP-no

212-880-2529

Stacey

2978060

2060305312

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

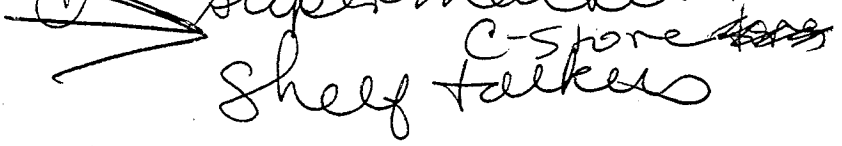
Alpine Merchandising

Increase Brand Awareness

Gain marketplace presence

Gain visibility at POP

2060305313



Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

→ go into key-markets

→ "rolly-poly"

→ dimensions

(2) → Sales force & mailing

4000

(3) name generator card in every gift bag

2060305314

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

V-Wear retention

2060305315

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

Parliament

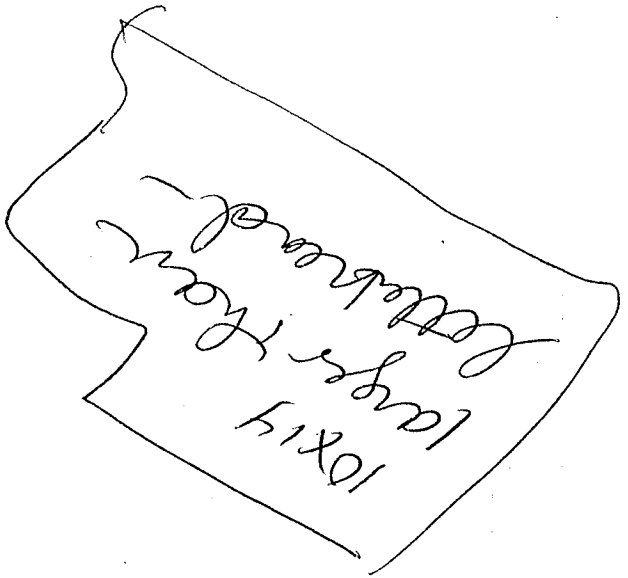
John Heironymous –
Senior Brand Manager
Premium Brands
multi-Brand Planning –

Paula Sosa
X3676

2060305316

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

2060305317



Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

10" X 14"

LIST A

CIRC

2,670,006

$ BT

$104,324

LIST B

763,934

$ EST

34,190

LIST C

2060305318

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

Dennis Tels
216-520-0222
Ohioweekly

HER NY
100M COPIES
PM-4C

VS-open-
$3000-4C
commuting women-

2060305319

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

Run -
Media briefing meeting

Ideas presented
1992-1993

2060305320

Carol Peterson

VS 1993 flow chart

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

Sheila B

201,550 - ~~B~~ NAACP

401335 - MLK Black

602,885

USA-
10673394

2060305321

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

PREMIERE

DEWARS - SPREAD

only 25% of circ —
Eastcoast -
Mid Atlantic up

{ 2 spreads nov
1 spread Dec - }

2060305322

Source: https://www.industrydocuments.ucsf.edu/docs/kqjg0000

LISA
1-914/948
1332

Milwaukee
Womans Bowling
414-423 3287

2060305323

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

10/11 Ranger - Garden

9/27 & Red Sox -
9/28

Pulse + Parliament

in-store promotions

2060305324

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

AVENUE

SYLVIE NAPOL

ESQUIRE

FOSTER TENANT

DEC 3rd COVER FOR

MEET

6494159

Leslie Brace

7675851 - NUMEROLOGY

2060305325

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

BASIC
$700M

reinvest Pro Domo [illegible]
in print

Dec weeklies -
Jan monthlies

buyback January Playboy
for Bane

2060305326

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

2060305327

9/18

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

2060305328

Pump

104 106 M

2pc 120 M

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

2060305329

You
do what they
at champaign shops

MSG

8 Mon
Tues

11 30 - 10 11

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

Rettinger

751-2255

E-MAIL PART

WED 4:PM

Louisville
-812-949-7067

Bill Harmon

P. MJ

P. VS

P. MT

2060305330

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

Merit

Media One

CartClip
SmartRemo

Time Inc In-Store
Marketing

$140M – 150M – national

Media I
Now

2060305331

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

2060305332

Spy

Parliament

Beauchesne

young

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

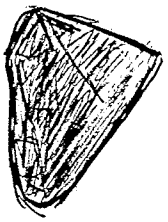
9/30/93

COH PRESENTATION

Daily Effective Circulation
x
1.35 People/car

Call Leslie Brose
regarding new
Stagebill

Kevin
522-3822



2060305333

3269 Rich

2607 Diane Cong

1994

- V-Wear - - more downscale?

2X in 1994

+ single pages

In-Store

C-Store -

- RE-EXAMINE OOH - C-Store ↓ least imp

Black

Hispanic

Military ?

2060305334

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

Problems -

- Brand Image
  → print

- POS - (least opportunistic)

C-Stores -
male retail environment

✓ Call to action
Media I
→ Tactical 30 sheet
↓
RDM
supermarkets

2060305335

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

Basic

56% of open rate

1 page

Merit + Vac SI – People & Time – Nov/Dec

2060305336

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

2060305337

People promo - Chuhon

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

TV Guide →

Call
Family Circle
→ Woman's Day
retain
April 2 pack offer
Convenience

2060305338

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

Chicago Stagebuild
$10M

Leslie —

⇒ Year-end double issue
People Spread
3428

Joe Carter
Cash Card

→ Sid Bender
979-4856

Lisa di Benedetto
297-7010

2060305339

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

2060305340

Lynn Chaker
DD—
We pay for leave —
- weekend
Tues, 10/12
10/13 - pm
10/14

Mrs. Dale
832-0100
VS ex
Thurs

Merchandising 10/6/93

Virginia Slims –

Parliament

General Advertising

$585/hour

4153

⟹

37th bet 5 & 6

↓

S

2060305341

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

10/20 Wed
3:17 PM -
arriving 534

10/22 - returning
⇒ 5:09

Gina
- 2542

2060305342

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

11/8 - Phil

11/15-21 - NY

Adam Goodman

9245748

Merck ⇔ Burst

CheckBasic 310 473 2721

236

→ USAweekend ←

2060305343

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

2060305344

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

Country Music
100M rate basis

1992 rate projected -

age 33.2
50/50 M/F
BCD counties

10 pgs - 2 free
6 pgs - 1 free

2060305345

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

Virginia Slims
Feb, Mar
July, Aug
11/15 closing for Feb –

TV Guide –
– will get involved
– tie in commitment
15 BC's

11/1 Hispanic Meeting

2060305346

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

2060305347

January Playback

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

VIRGINIA SLIMS

Black budget / Hispanic commensurate with volume -

no Hispanic?

single page ← → except BOD + VWear

50/50 - 60/40 - spending 1/2

70/30 - VWear —

2060305348

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

2060305349

MSC
May 64 Play

call
Army League
Friday night
After Xmas
Tuesday night

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

3rd 1994

quarterly

$12.5MM + $5MM reserve

2060305350

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

Virginia Slims -
Competitive
Spending by
market

- defensive measure
in print
- put $ back into
print

Mirror Capri/Misty
~~[illegible]~~

2060305351

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

B&H → January mailing

DIRECT MAIL PACKAGE 4 mos expir

no dominant video - legal

65¢/order processing
$1.20/handling
} consumer

need minimum order

20 min videos

$7.50 - $5.50

.20 m

$35+

T/W - send out follow up

catalogue - 6 months after

April/May Remnant Space

2060305352

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

7.1MM circ
6% redemption
com individuals

Merck/Both copy-plus
1994
National premium?

2060305353

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

letter to Pat

to confirm that
Carole Grant
will contribute
the sum of $1500
toward interpreting
A Philip Morris
Kaiser Funeral Funds

2060305354

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

Copy split
B&H - to \$20.5 MM budget

Competitive - 100's
Montclair ✓
Misty ✓
Salem ✓
Sterling ✓
Winston ✓

Spending by market ↗

~~copy split~~ ~~thru~~ ~~gment~~ - with feasible

② Storyfinder - videos movies VCR's

2060305355

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

(3) Base Plan - nat'l level
Tue II Copyspot

Supps -

NYTimes ....
Sunday Metro group

---

(4) "Entertainment"
- movies -
Spy

(5) Atlanta
New Orleans } City book paid/non-paid Ethnic events in magazine

Key markets - menthol/non menthol -
Elective Binding $

2060305356

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

I Copy Split ← Selective Buy
Regional Buy

I Regional Buy –

Tier I: national
Tiers II+ copy split Regional

① Reserve
Store = $ 7.5mm
(includes Costs)

20603053572

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

Both Knowledge

22% Black — $1.4MM

9% Hispanic — .4MM

18%

deliver in line with volume —

$14.5MM

6 months

70% spreads

30% page

~~275~~ 250

5 5

~~5~~

~~375~~ 1150

2060305358

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

Peterson discount - 50%

Lisa Laurence

1) make sure Slims is being ordered

2) updated Detroit budgets

3) flow chart events

Parliament -

2060305359

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

Denise Cohen
→ ammunition for Video

[redacted]

contract
TV Guide no contingency in terms of pages
People - looks good

pages
20 pages Premium
60 - all brands

2060305360

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

Budgets

2060305361

process

prices)

ks into program

resp...

25-55 UPC's)

2060305362

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

Budgets

1) Time/Warner
- Triple bidding process

2) 225 UPC's 40 UPC's
14M 7.7M

(66M names
30-45 UPC's/tape
depending on prices)

3) Coffee Promotions
4 issues
27M — 10 weeks into program
25-55 UPC's

20603053362

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

"headstart" program
in January
~~to as~~ to the 1.2MM
mailing -

4) Get more names

$900M - incentives

~~Lis~~ contingency on #tapes
& higher UPC's

163,636
(200,000

$4.50

5) documentation showing
T/W rights

2060305363

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

NKA Ralfes

Moisen USA
part of MILLER?

NEIL BUTWIN 516-791-1215

" Spectacore "
- Stadium -
Feature upcoming
2months of events
testing references -

2060305364

Alpine
Cambridge } 75I's

transfer $394.3
~~from~~ Camb to
Alpine

Alpine	Camb
$1.1 ⇒ $1.4	$2,0mm
	1.6

{ Shawna
Berk

2060305365

Married Woman

Jan 11 launch — perfect bound

350 rate base

25-44

$2.00 cover price

F/M, AM, JS & SONS

↓ 4% ↓ 20% ↓ 30%

Package includes 2nd Cover + 4th cover

Closing 11/16

20603053366

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

for Cathen

w/o Hispanic Boys
55/1.9

3373.7

Median Age
Cosmos
39.4 40.4
Age

2060305367

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

IV Guide
→ 25 page commitment

Soma

1/10

2060305368

11/1/93

Basic Media - 11/8

Media - Plan -

$40MM budget -

40% Print / 60% OOH

$ 22MM - OOH

$ 18 MM Print

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

2060305369

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

CALL GINNY

2 MAIL (1) Canada/Cosmo
(2) Contract/Renewal

CALL EDNA FOR
TV

3/11/10 Dwight

TALK TO LESLIE BUDSOE
REGARDING COPY

2060305320

issue-

VS

→ corporate dilemma to

legally -

be prepared for

by consumers

in Canada -

2060305371

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

2/28 – 2 wks

20th annual issue

3.95 vs 2.95

perfect bound

guaranteed rate

base of 4.5mm –

Charity related

print sponsor

29% rate inc

vs 42% rate base

2060305322

gatefold VS ? !

TV show

EMAIL RE

Califla

Orginal parameters

People .08

Page 4011

2060305373

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

Nancy

People

payments in order to satisfy "deal" do count towards ~~the~~ T/O deal

Nancy

Steve Ducheneaux

522-4602

Check for 447-4555 home

KD

2060305374

11/3/93

Military Lifestyle

↓

going to paid - subscription
$18/year
(used to be 500K free)
rate base 100K
75-80% cost

Carpenter → tobacco exclusivity
400M commissary
100M subscribers

With an ad - can write call to action
in Carpenter ↑
added value

2060305375

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

Shelftalkers available

Advertorial in Coupons

$14M full page in Couponer -

January - 1st

split distribution

200M - 1st promo

200M 2nd promo

2060305376

Rosemarie Gabriel

1-800-794-2300

Virginia Women

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

Susanne Keenan

People Contract

Virginia Slims

1994

Blackprint ◊1.7 MM

Mark Vivian Gate Essence

Signed Bony

April ~~4p~~ page - 4 card -

remaining pages -

2060305377

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

RS
1/27

Scene - can do

Hqueneils -

Bruce Budnick
315-4053

2060305378

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

Print
45.3
61.2
.6
7/
RP
2060305379

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

Sports Media

Destribution - Hitman's

Stadium -

Select stadiums

League Mandated Annuals

Contract Publishing

Gameday

Sold at stadiums -

2060305380

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

Who we are
What we do
differentiate
from agency
Essential to brand —

TALK ABOUT YOURSELF
— How long with Co —
— what did before —

EVOLUTION OF JOB —
BEGAN AS
PRIOR STRUCTURE
CURRENT STRUCTURE
AMBIGUITY —

2060305382

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

What we see as

PLANNING —

ROLE WITH BOARD

ROLE WITH AGENCY

Hancock, Current

NEED FOR INVOLVEMENT

VARIES —

(1) MARLBORO — Great deal of involvement

(2) MERIT

DESCRIBE PLANNING PROCESS

2060305383

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

PROS & CONS?

[illegible]

Planning responsibilities

Eyes & out for opportunities

Print/OOH new merchandising

{ pre-approval from [illegible] }

Interaction with agency

- 2 ways -

"Becky"

"Carol"

2060305384

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

PROCESS

FROM MIKE END

PRINT

AGENCY

negotiate rates
execute negotiate positioning
maintain print budgets
scheduling
Costs on packages

US

meet w/ pubs
merchandising
show history
selective binding

cross functional roles

2060305385

brand

video people

MISC

CORPORATE PLAN

Ohmae Advertising

Corporate

Events

Brand

strong relationships

FSI development

Military

Name Generation

Challenge Co 2060305386

Concrete Job definitions

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

Charts

- KIST SPENDING
- MERCHANDISING
- Hispanic/Ethnic
  Chart
- Corporate $ 2060305387

- Ambiguous Structure
  Challenge
- Set up
  Brand consultants
  - media specialists
  [illegible] by
- internal/external
  confusion
- [illegible]

media
Challenge

- facing is based on advertising

reality of high [illegible]

finding efficient ways to deliver ways to a narrow audience -

2060305388

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

Lisa - 12/6 - Jet

send your number

~~Basic~~ 75I

11/17/93

April, July, October

(see tentative) only OOH

Sept & Nov Advertising

part of reserve

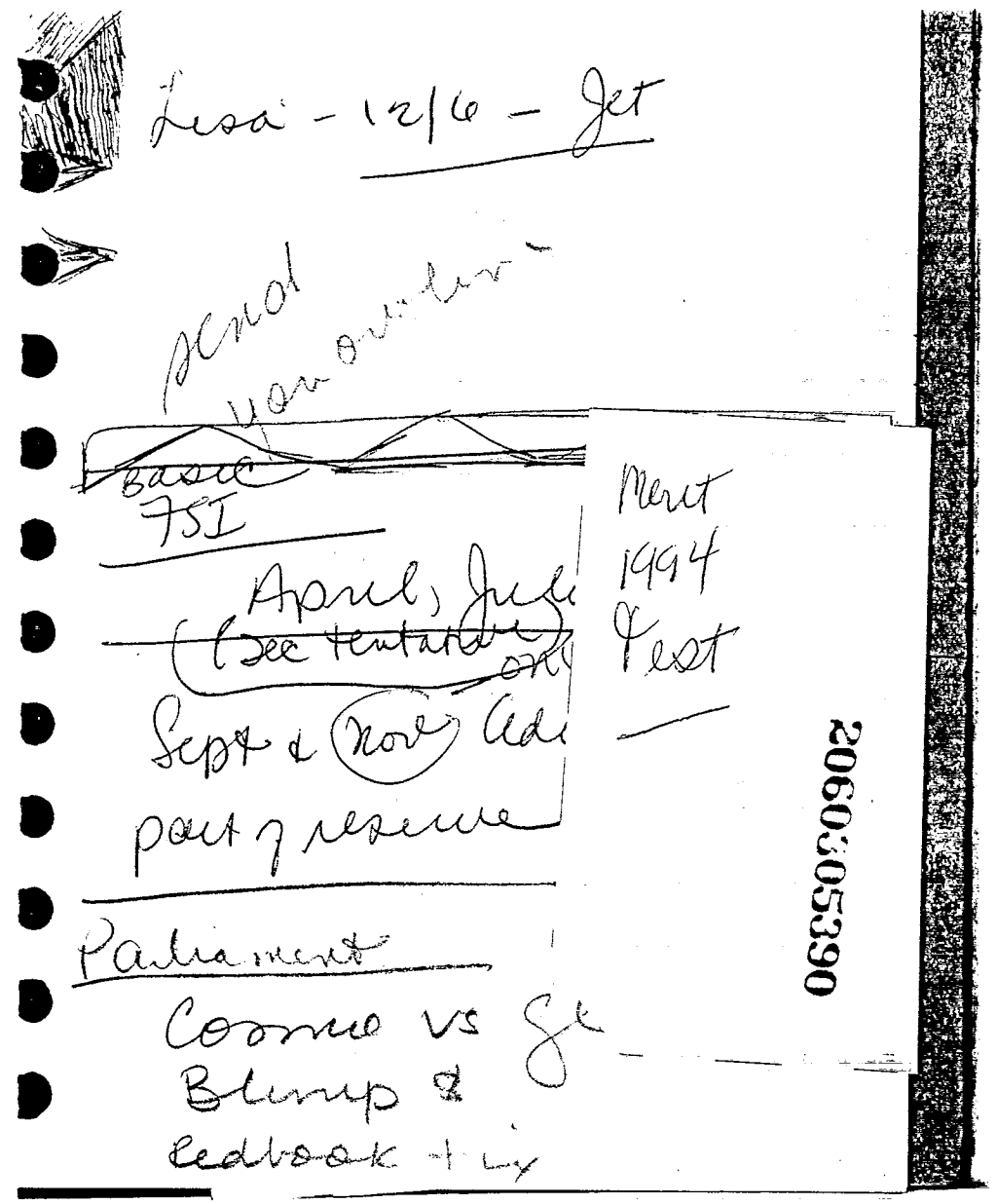
2060305389

Parliament

Cosmo vs Glamour

Blimp &

Redbook + Liz



Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

Merit test market

{ media / promotional test -

High level

Minneapolis
Hartford
Milwaukee

April / May / June

No level

Print with $500M includes print + OOH

Ad awareness -

Testing

2060305391

- California out of pubs - all Merit title -

1) no spending test (no print)

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

Peggy
Disney Caribbean Beach
openings 407- 934- 7639
$98 unavailable

park $35/person
28 child

4 days 125 adult
98 child

open magic 10-1 PM
Epcot 10-8 PM
MGM 10-6 PM
open all the time

20603053 92

2060305393

package - include transportation -

$119 Lake
$114 Pond

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

Virginia Slims
Start Natl Enquire
- spreads
- reproduction
— Centerspread
— horizontal page?

Murabella -
& 600M rate base

Parliament Resorts

Spring Break
3/5

3/12-26
Panama City Fla
Beach —
Spinkers Club -
Parliament Party Zone

2060305394

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

wrist banded - 21+
1-800 #

ft skis
hobie 7 discounts

Sweepstakes - each week
1) 10 day trip - with 10 friends
2) Video escape program -
Virtual reality
sponsor local bands -

Advertising -
1) OOH
2) checkout magazine cost
3) aerial banners -

2060305395

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

Emily Bruce → Operations Manager

Joe Karcich

908 899 0569

Tuesday

Basic

Dec 1, or 2nd

1994 plan-

1993 Savings

$700M-

1st Week in January

parade

USA Weeke

Weeklies

Merit

$~~200~~M Savings

Enquirer

3-4 more pages-

2060305396

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

VIRGINIA SLIMS - 1994

Savings $319M -

3 mo - SOD
SOW
TV Guide

1st week

(ran -)

948-1332

B+H - kings - May ran
$34M

May 3	34.1	May 17 - 34.1
May 10	34.1	May 24 - 30

2060305397

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000

2060305398

Source: https://www.industrydocuments.ucsf.edu/docs/kqgl0000